

Publishes
 10,500
 daily



reaches
 34,300
 students,
 faculty
 & staff

Display Advertising Rates

Open Local Rate	<i>per column inch</i>	\$15.50
Classified Display Rate	<i>per column inch</i>	\$15.50
Non-Profit Rate	<i>per column inch</i>	\$13.25
National Rate	<i>per column inch</i>	\$18.50

Agency Commission

Only the open local rate and the national rate are commissionable to recognized advertising agencies.

Position

Specific Page Reservation:.....**\$ 25.00**

Requests are also granted when possible but are not guaranteed. Position charges are net.

Color Rates

Black and One Stock Spot Color:.....**\$ 50.00**
Process Color:.....**\$ 150.00**

Specified colors (including PMS colors) that are not one of the Daily Lobo stock spot colors are considered process color. All color rates are net.



Deadlines

Space and copy: 5pm two school days prior to publication.

Proofs: 5pm three school days prior to publication.

Discounts

Pre-pay Discount: 10% discount offered to advertisers who pre-pay advertising prior to deadline by cash, check, Mastercard, Visa, Discover or American Express.

Buy 5 ads and get the

6th ad free: For the same ad scheduled weekly for 6 weeks, the 6th ad is free.

Buy two ads, get one free!

Three ads must be the same ad scheduled within one calendar week or for three consecutive days.

Display Ads Online

All display ads will also appear online at www.dailylobo.com.

Contract Rates *per column inch*

100" per year	\$15.00
200" per year	\$14.50
400" per year	\$14.00
600" per year	\$13.50
800" per year	\$13.00
1,000" per year	\$12.50
1,200" per year	\$12.00
1,500" per year	\$11.25
1,800" per year	\$11.00
2,200" per year	\$10.75
2,600" per year	\$10.25
3,000" per year	\$10.00

Contract rates are in force for one year of publication. Contracts are valid from August 2009 through July 2010.

Advertising Policy

The Advertising Manager and/or Editor-in-Chief reserves the right to reject any advertising. The words "Paid Advertisement" may be placed above and/or below any advertisement. Acceptance by Advertising Representatives does not necessarily constitute acceptance by Advertising Manager.

Production

Submission of copy and/or photos for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permission to use such materials have been secured by the advertiser. All ads created by the Daily Lobo remain its sole property.

Terms

All advertising is pre-paid unless credit has been established. All entertainment advertising must be pre-paid. All political advertising must be pre-paid. The Daily Lobo reserves the right to require pre-payment for any advertising. Payment can be made by cash, check, Mastercard, Visa, Discover, or American Express. Make checks payable to UNM Student Publications.

Cancellation

Cancellation of advertising space or pre-print inserts is accepted until deadline. Advertisers are responsible for the cost of orders canceled after deadline.

Digital Ad Submission

Please submit digital ads as PDFs by deadline.

Classified Advertising Rates

Rates:

30¢ per word per day for five or more consecutive days without changing or cancelling. 40¢ per word per day for four days or fewer or nonconsecutive days.

Classified advertising rates include both print and online editions of the Daily Lobo.

Special Effects:

Bold, centering, larger font, blank lines, etc. will be charged additionally.

Deadline:

1pm working day prior to publication.

Hours:

8am to 5pm Monday through Friday.

Payment:

All classified advertising must be paid in advance by cash, check, Mastercard, Visa, Discover or American Express. Phone, fax and e-mail orders are accepted only with a Mastercard, Visa, Discover or American Express.

Specs

Minimum ad depth is 1 inch. Ads are sold in one-half inch increments. Ads more than 14 inches deep will be billed for 16 inches of depth.

Page size: 10.25 inches x 16 inches

Column Depth: 16 inches

Display Column Widths: 1c=1.93",

2c=4", 3c=6.06", 4c=8.125", 5c=10.25"

Classified Column Widths: 1c=1.5",

2c=3.25", 3c=5", 4c=6.75", 5c=8.5",

6c=10.25"

Double Truck: 21.5 inches x 16 inches

billed as 11cx16" (176 column inches)

Line Screen: 85

Contact Information

Mailing Address:

New Mexico Daily Lobo
 MSC03 2230
 1 University of New Mexico
 Albuquerque, NM 87131-0001

Display Advertising:

(505) 277-5656
 Fax: (505) 277-7530
advertising@dailylobo.com

Classified Advertising:

(505) 277-5656
 Fax: (505) 277-7530
classifieds@dailylobo.com

Newsroom:

(505) 277-7527
 Fax: (505) 277-6228
news@dailylobo.com

Delivery Address:

New Mexico Daily Lobo
 Marron Hall, Room 107
 Albuquerque, NM 87131-0001

Daily Lobo Online: www.dailylobo.com

Coupon Companion

18,000 Coupon Companions are published at the beginning of each semester in August and January. See your Daily Lobo Advertising Representative for details.

Online Advertising

Graphic Ads

Graphic ads and text lines are available at www.dailylobo.com. See your Daily Lobo advertising representative for details.

Print and Online Bundles

Available for advertising in both print and online editions of the Daily Lobo.

Pre-Print Inserts

Approval: Inserts must be approved prior to scheduling.

Deadline: Inserts must be scheduled & received 7 days prior to publication.

Press Run

Insert Pages	Full	Half
Single sheet	\$ 900	\$450
Up to 4 pages	\$ 930	\$465
Up to 8 pages	\$ 960	\$480
Up to 12 pages	\$ 990	\$495
Up to 16 pages	\$1,020	\$510
Up to 20 pages	\$1,050	\$525
For each additional 4 pages	add \$ 30	add \$ 30

Size Accepted:

minimum: 5" x 7"
maximum: 9" x 12"

Deliver to:

Signature Offset
4701 Lincoln Rd. NE
Albuquerque, NM 87109

Frequency Discounts:

For multiple placement within the academic year.
2x.....3% 3x....5% 4x....10% 5x....15%

University Calendar

FALL 2009

Classes Begin 8/24
Labor Day 9/7
Fall Break 10/15-16
Thanksgiving 11/26-27
Finals begin 12/14

SPRING 2010

MLK Holiday 1/18
Classes Begin 1/19
Spring Break 3/15-19
Finals begin 5/10
Commencement 5/15

SUMMER 2010

Freshman Orientation 5/17
Classes Begin 6/7
Independence Holiday 7/5
Daily Lobo Mail Out 7/26
Session ends 7/30

Daily Lobo Publication Calendar

Fall 2009

august

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

september

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

october

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

november

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

december

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6	7	8	9	10	11	12
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20	21	22	23	24	25	26
27	28	29	30	31		

Spring 2010

january

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

february

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

april

S	M	T	W	T	F	S
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

may

S	M	T	W	T	F	S
						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Summer 2010

june

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

july

S	M	T	W	T	F	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31